

FORM 1449\*

## INFORMATION DISCLOSURE STATEMENT

## IN AN APPLICATION

(Use several sheets if necessary)

Docket Number:

50037.238US01

Application Number:

10/782,563

Applicant: Venkatesh Veeraraghavan et al.

Filing Date: February 18,  
2004

Group Art Unit: 2141

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

/M.G./		Danyel Fisher et al.; "Social and Temporal Structures in Everyday Collaboration"; 24-29 April 2004; Volume 6, Number 1; pgs. 551-558

27488

PATENT TRADEMARK OFFICE

EXAMINER

/Muktesh Gupta/

DATE CONSIDERED

09/19/2007

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form for next communication to the Applicant.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Venkatesh Veeraraghavan et al. Examiner: Not yet assigned  
Serial No.: 10/782,563 Group Art Unit: 2141  
Filed: February 18, 2004 Docket No.: 50037.238US01  
Title: CONTENT TARGETING WITH AUDIENCES

CERTIFICATE UNDER 37 CFR 1.8:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on June 7, 2006.

By: 

Name: Tracy Gutscher

INFORMATION DISCLOSURE STATEMENT (37 C.F.R. § 1.97(c))

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

This statement should be considered because it is submitted before the mailing date of a first Office Action on-the-merits.

At least some of the features disclosed in the patent application identified above (hereinafter "the Application") may have been included in a beta release of Microsoft Office software, which occurred in October 2002. Therefore, it is possible some of the system code incorporating the described implementations was disclosed to a controlled set of users more than one year before the filing date of the Application. This beta release of the Office software, which was conducted for testing purposes, included approximately five thousand users. It is significant to note that the beta release was distributed to a fixed number of users, and each user acknowledged a Microsoft non-disclosure agreement. The non-disclosure agreement included the following clause:

7. CONFIDENTIALITY. The Product, including its existence and features, and related information are proprietary and confidential

/M.G./

information to Microsoft and its suppliers. Recipient agrees not to disclose or provide the Product, documentation, or any related information (including the Product features or the results of use or testing) to any third party, prior to commercial release of the Product. However, Recipient may disclose confidential information in accordance with judicial or other governmental order, provided Recipient shall give Microsoft reasonable written notice prior to such disclosure and shall comply with any applicable protective order or equivalent. Further, Recipient shall not be liable to Microsoft for disclosure of information which Recipient can prove (a) is already known to Recipient without an obligation to maintain the same as confidential; (b) becomes publicly known through no wrongful act of Recipient; (c) is rightfully received from a third party without breach of an obligation of confidentiality owed to Microsoft; or (d) is independently developed by Recipient. The obligations of this Section 7 are in addition to the terms of any confidentiality or non-disclosure agreement that may exist between Microsoft and Recipient.

Since the beta release was distributed to a fixed number of users that acknowledged the above confidentiality clause, Applicants believe submission of the claims in the Application is proper.

No representation is made that a reference is "prior art" within the meaning of 35 U.S.C. §§ 102 and 103 and Applicants reserve the right, pursuant to 37 C.F.R. § 1.131 or otherwise, to establish that the reference(s) are not "prior art." Moreover, Applicants do not represent that a reference has been thoroughly reviewed or that any relevance of any portion of a reference is intended.

Consideration of the information contained herein is respectfully requested. Pursuant to the provisions of M.P.E.P. 609, it is requested that the Examiner return a copy of the present Information Disclosure Statement, marked as being considered and initialed by the Examiner, to the undersigned with the next official communication.

/M.G./

Please charge any additional fees or credit any overpayment to Deposit Account No. 13-2725.

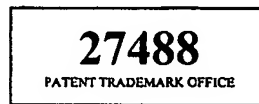
Respectfully submitted,

MERCHANT & GOULD, LLC

Date: 6-7 2006

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/Muktesh Gupta/

09/19/2007